

MUNI MEMO TO YOU

THE MUNI CELEBRATES ITS BIRTHDAY

With a sigh of satisfaction, the 2,750 employees of the Municipal Railway have settled down to their routine job of transporting 670,000 passengers every weekday after enjoying the most unique birthday party in the city's history.

The celebration which permeated into all parts of San Francisco was gold-accented because the vast, city-spanning transit network of the "Muni"—the familiar diminutive by which it is known—is just completing its first half-century of service.

In considering the approach of its 50th anniversary, Mayor George Christopher observed that "the people of San Francisco are transported for a 15-cent fare with free transfer privileges which is one of the biggest transit bargains in the country . . . and by our own Muni, one of the finest most convenient transit networks in the world."

So the Mayor appointed a Muni Golden Anniversary Citizens'



RECALLING THE CELEBRATION MARKING 50 GOLDEN YEARS

Committee—with Mrs. Hans Klussmann, civic leader, as chairman—and charged it with the responsibility of focusing appreciative city-wide attention on the Muni through a mammoth birthday celebration.

The actual inaugural date of the municipal service was December 28, 1912; however, Mrs. Klussmann reasoned: "Who would want to produce a Muni celebration between Christmas and New Year's?" So the week of October 15 was selected. Highlights of the week's events were as follows:

1) "Old No. 1" (pictured on the front cover emerging from the Twin Peaks Tunnel) the Muni's first streetcar to see service in

month and the winners were prominently displayed in the window and on the main floor of The Emporium.

4) A "Golden Coach" roamed the city and became the focal point around which a score of district Muni celebrations were held. Theme vehicle of the week, it was a motor coach handsomely painted gold and black with an interior replete with historical photographs and exhibits. As they walked through on a plush red carpet, many San Franciscans vividly recalled many of the scenes depicted.

5) "Happy Birthday, Muni!" was the message carried in special window displays in both the downtown and district stores; the

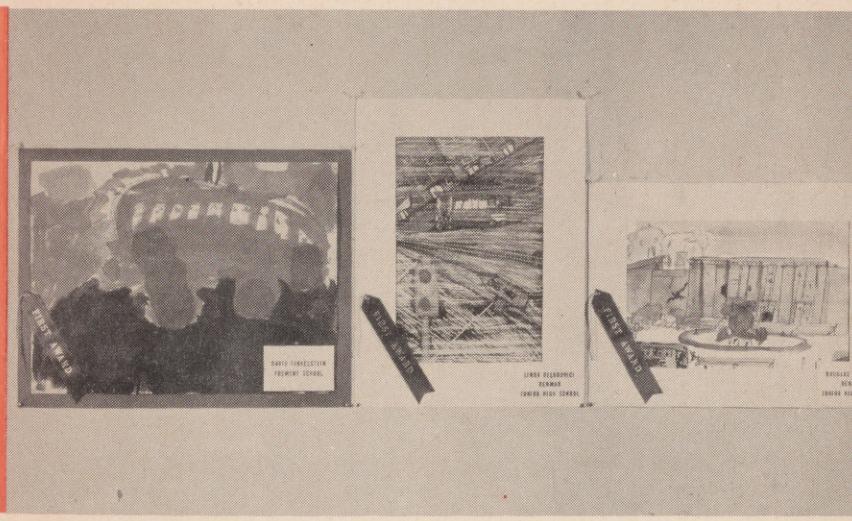
Pictured here are the three top prize winners in the city-wide art contest which was sponsored by the Junior Chamber of Commerce Womens' Auxiliary. Louis R. Lurie graciously contributed all prize money for this event which was won by David Finkelstein of Fremont School, Linda Delodovici of Denman Junior High and Douglas Connell also of Denman.



1912 was restored to its original cherrywood interior and painted as it was then on the exterior with pale gray and a bright red roof. Launched with champagne, it carried enthusiastic passengers nostalgically up and down Market from the Terminal to 11th Street at a fare that was nostalgic too—5 cents.

2) A pictorial exhibition of 150 rare photographs telling the story of street transportation went on display in the Maritime Museum. The exhibit included more than 100 photographs taken from a recently discovered archive of $6\frac{1}{2} \times 8\frac{1}{2}$ glass plates which miraculously survived the quake and fire of 1906.

3) Final judging was completed of an art contest which had been in progress in the city's schools during the preceding



stores were provided with an assortment of historically significant pictures blown up to sizes of 16×20 " and 30×60 ".

6) The lovable cable cars—always a prime tourist attraction—were gaily decorated for the week by various San Francisco firms.

7) One of the most unique events of the week was an "old" fashion show produced and narrated by Adelene Ross and held at Union Square. This featured a bevy of socialites wearing rare fashion "finds" spanning the past 50 years from 1912 to the present.

8) Of particular interest to cable car bell-conscious San Franciscans was a contest sponsored by the Junior Chamber of Commerce to determine the "Champion Cable Car Bell-Ringer of

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the Free World". Gripman Al Ward was dethroned as "Champ" by fellow gripman Bill Hawkins. Hawkins received as grand prize a "Beachcomber's Holiday for Two in Tahiti", the gift of radio station KABL.

9) Climax of "Muni Golden Week" occurred on Thursday, October 18, when more than 500 well-wishers jammed the Colonial Room of the St. Francis Hotel in a tremendous birthday luncheon salute. This was launched by the cutting of an enormous birthday cake by Miss Sandra Tofanelli, representing the Hotel and Restaurant Department students of City College of San Francisco who baked the cake, and by Wilbur Wilson, 62-year old motorman who started with the Muni in 1923 and represented the system as its senior employee in years of service.



Edward Prendiville
#33 Ashbury Line



Frank T. Harrington
#17 Parkmerced Express



Joseph E. Jodoin
#43 Roosevelt Line

All of the above men are recent recipients of the "Muni Man of the Month" award.

With Don Fazackerly acting as master of ceremonies, a head table introduction produced greetings from Acting Mayor Harold S. Dobbs and President of the Public Utilities Commission, Stuart N. Greenberg. Also introduced were three former general managers of the Muni, Fred Boeken, William Scott and Charles D. Miller. Also present were the two vice-chairmen of the Citizens' Committee, Gilbert Kneiss and Emmett Fitzpatrick. Paul Speegle, in a histrionically hilarious skit revealed the daily trials, troubles and tribulations of a "Muni man on the complaint desk."

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